

JUN 10 1925

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✓ LOST - A WIFE ✓

Photoplay in 7 reels ✓

From Clara Kummer's adaptation  
of the play "BANCO". ✓

Screen play by Clara Beranger ✓ ✓

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S. ✓

"Lost—a Wife" Is 7 Reels—6,420 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky present  
A William de Mille Production  
"LOST—A WIFE"  
with Adolphe Menjou, Greta Nissen and Robert Agnew  
From Clare Kummer's adaptation of the play "Lost—a Wife"  
by Alfred Savoir  
Screen play by CLARA BERANGER  
A Paramount Picture

PURPOSE: To Help You Sell the Picture

## WILLIAM DE MILLE'S "LOST—A WIFE" COMEDY GEM FROM THE BROADWAY

Norse Newcomer



GRETA NISSEN  
IN THE PARAMOUNT PICTURE  
"LOST—A WIFE"

Production Mat 1PB

### "Lost—a Wife" Greta Nissen's First Film

Featured with Adolphe Menjou  
and Robert Agnew in Wm. de  
Mille Production

ONCE upon a time, not so many years ago, a little golden haired girl was born in the land of the midnight sun. Every good fairy in existence was present at her birth. She was to go through life with every possible blessing—"

If Hans Christian Andersen, weaver of stories that delight children, were to write of Greta Nissen's life, undoubtedly he would start his story something like that.

Hollywood knows many beautiful women, and reflects their charms to the world. The film city is enraptured with the beauty of the girl from the midnight sun. The magic wand of the screen has touched her, and no longer will her radiant personality be confined to New York and Chicago, for the motion picture camera will send her love-lines into every corner of the earth.

#### Studied Dancing

Greta Nissen started her stage career at the age of four years. Her mother saw that she had decided talent for dancing, so arranged for her lessons at the Royal Opera in Copenhagen, Denmark.

For seven years the little golden haired girl practiced six hours a day and then at night was put in the chorus of the Opera house with all of the other pupils. This school specialized in the old French classical ballet which was not expressive. It made the dancers more like marionettes. Then Greta saw Fokine, the

### Featuring Adolphe Menjou, Greta Nissen, Robert Agnew

Written for the Screen by Clara Beranger from Clare Kummer's Adaptation of the New York Success by Alfred Savoir, Author of "Kiki"

FOLKS who like genuine comedy with an underlying vein of real drama will enjoy William de Mille's "Lost—a Wife."

After looking over all the outstanding hits on Broadway, de Mille chose Alfred Savoir's "Banco," from which "Lost—a Wife" was adapted by Clara Beranger.

They will like its smooth, fast movement. They will be intrigued by its interesting situations, its human characterizations and above all, by its rich humor.

For a fundamental theme it has what is always regarded as the most sure-fire foundation for a play or motion picture, "Love will overcome all obstacles."

In this case the obstacles begin to pile up for a young couple honeymooning at Monte Carlo—Adolphe Menjou, as the husband who would rather gamble than eat, and Greta Nissen, Paramount's new blonde beauty, as the girl whose mother tries to bring a title into the family by marrying her to a worthless duke. But Menjou sweeps her off her feet in a whirlwind courtship, loses her and finally wins her back.

Robert Agnew completes the trio of featured players.

### Cast

Tony Hamilton.....	Adolphe Menjou
Charlotte Randolph.....	Greta Nissen
Dick.....	Robert Agnew
Baron Deligueres.....	Edgar Norton
George (Tony's friend).....	Mario Carillo
Duke de Val.....	Genaro Spagnoli
Louis (Casino proprietor).....	Eugenio di Liguoro
Mrs. R. W. Randolph.....	Henrietta Floyd
Baroness.....	Toby Claude
Julie (Charlotte's maid).....	Marcelle Corday

### Short Synopsis

TONY HAMILTON, a wealthy and charming young American bachelor with a weakness for gambling, wagers with his friends, Dick and George, that a young lady whose name appears on a hotel register in a French resort, is ugly and unattractive, without seeing her. She is the beautiful Charlotte Randolph of New York, being dragged unwillingly across the continent by her mother in search of a title. The mother has succeeded in getting her engaged to a decadent duke.

Hamilton falls in love with Charlotte the moment he sees her. He bets his friends she will not marry the duke. His sympathetic understanding of the situation leads her to confess she does not love the duke.

During a big reception at the hotel given by Charlotte's mother in honor of the girl's engagement, Tony wagers with his friends that he will marry her that night. He sweeps Charlotte off her feet with his love-making; they take French leave of the reception and are married.

The next night they are honeymooning at a casino in the South of France. Tony succumbs to his love for gambling and when he does not return to where he has left Charlotte in half an hour, she sends for him. He tells her he will not leave the gambling room until she goes to their hotel. She sends back word that she will not leave till he does.

The siege lasts for seventy-five hours, Charlotte sleeping in a chair outside the gambling room and Hamilton eating, shaving and changing his linen while standing by the roulette wheel. Charlotte finally decides to leave, and Baron Deligueres, who

### PUTTING IT OVER NIGHT

Run an ad in the "lost" columns of local papers—"A Wife young, blonde and beautiful Lonesome Husband"

Menjou is known as "Bet thousand" Tony in this picture

Here's a chance to start a new fad. Get your patrons betting with friends about all sorts of foolish things—which way a d on the street is going to run how many persons will get off trolley car at the next corner and so on. In "Lost—a Wife" Menjou sees Greta Nissen's name on a hotel register and without seeing her bets a thousand that her face is awful. He pays You'll learn why when you see the picture.

Might get the newspaper to run line "Lost—a Wife" with all divorce stories.

Statistics have it that 145,968 divorced couples re-united each year "Lost—a Wife" shows why.

The story of a man who cov rather gamble than eat. Adapted from the stage play, "Banco," which set all New York laughing two seasons ago.

"Lost—a Wife" makes a laugh matter of divorce.

Have a fellow go around to searching for something for all is worth. "Did you see her," asks. And then to a passer-by query, "Whom?" he replies "My wife!"

"Lost—a Wife" sure is an entertainment FIND.

Does a man lose his independence when he marries?

Would a woman rather be miserable with the man she loves than surrounded by wealth and luxury with a man she does not care a whoop for?

See "Lost—a Wife!"

Who's the boss five minutes after bride and groom promise "love, honor and OBEY!" "Lost—a Wife" brings it all to the screen next..... at the..... Theatre.

You might gather an idea from the cover of the herald on the production—footprints leading your theatre. Trail the "wife."

A stunt not unlike this was over on "Feet of Clay" and attracted no end of attention.



## SHEET

Adolph Zukor and Jesse L. Lasky present

A William de Mille Production  
"LOST—A WIFE"

Adolphe Menjou, Greta Nissen and Robert Agnew

From Clare Kummer's adaptation of the play "Banco"

by Alfred Savoir

Screen play by CLARA BERANGER

A Paramount Picture

SE: To Help You Sell the Picture to the Public.

"LOST—A WIFE" IS A BRILLIANT  
THE BROADWAY STAGE HIT, "BANCO"PUTTING IT  
OVER EIGHTFacts That Tell You All  
About the Film at a Glance

Lost His Wife!

Run an ad in the "lost" columns of local papers—"A Wife—young, blonde and beautiful. Lonesome Husband."

Menjou is known as "Bet a thousand" Tony in this picture.

Here's a chance to start a new fad. Get your patrons betting with friends about all sorts of foolish things—which way a dog on the street is going to run—how many persons will get off the trolley car at the next corner, and so on. In "Lost—a Wife" Menjou sees Greta Nissen's name on a hotel register and without seeing her bets a thousand that her face is awful. He pays! You'll learn why when you see the picture.

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Have a fellow go around town searching for something for all he is worth. "Did you see her," he asks. And then to a passer-by's query, "Whom?" he replies, "My wife!"

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Would a woman rather be miserable with the man she loves than surrounded by wealth and luxury with a man she doesn't care a whoop for?

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Who's the boss five minutes after bride and groom promise to "love, honor and OBEY!" "Lost—a Wife" brings it all to the screen next..... at the..... Theatre.

You might gather an idea from the cover of the herald on this production—footprints leading to your theatre. Trail the "lost wife".

A stunt not unlike this was put over on "Feet of Clay" and attracted no end of attention.

Who Wrote it? Who Adapted it? Who "Shot" it? What's the Story All About?—All the Facts of "Lost—a Wife"—in Tabloid Form

## Producer

WILLIAM DE MILLE. "Lost—a Wife" has the likeable human characters found in every de Mille production, and no director has the same touch as William de Mille in putting on the screen the subtle, delicious comedy such as fills every episode of "Lost—a Wife."

## Featured Players

Adolphe Menjou, Greta Nissen, Robert Agnew. Menjou, as the man ruled by a passion for gambling but who conquers this weakness, has his best part since he played the role of the chancellor with Pola Negri in Lubitsch's "Forbidden Paradise." He's clever, daring, debonair, suave, bold, a great lover—a man who understands women—but always human. They'll be for him all the way.

Miss Nissen, the blonde Norse beauty who played in the stage play, "The Beggar on Horseback," makes her screen debut in this production. If this picture were nothing but close-ups of Greta Nissen no one could afford to miss it. She's that charming, lovable, dainty sort of femininity that wins women as well as men.

Agnew is one of the most popular of the screen's younger leading men.

## Author

Alfred Savoir, who wrote "Kiki" and "Bluebeard's Eighth Wife." "Lost—a Wife" is a screen version of Clare Kummer's adaptation of his French marriage comedy which was one of Broadway's outstanding successes of the season 1923.

## Scenarist

Clara Beranger, who has been connected with William de Mille in this capacity as far back as our memory goes. Mrs. Beranger wrote the screen plays "The Bedroom Window," "The Fast Set," "Men and Women," among others.

## Cameraman

L. Guy Wilky, William de Mille's regular photographer.

## Type of Story

A brilliant comedy gem with a thousand flashing facts, of a man whose passion for gambling wins, then loses, a beautiful girl wife and eventually wins her back.

## Theme

Menjou, as Tony Hamilton, better known as "Bet-a-thousand" Tony, wealthy New Yorker in France, bets friends that a certain girl registered at a hotel is "awful." He loses; she's the beautiful Charlotte Randolph, whose title-hunting mother has gotten her engaged to a no-account duke.

Hamilton bets his friends another thousand that she doesn't marry the duke and still another five thousand that he marries her that night.

He wins both bets!

They go to Monte Carlo on their honeymoon. Between courses at dinner, Tony begs five minutes off to play roulette in an adjoining room.

But five minutes stretch away to many more, and Charlotte finishes her meal alone. A waiter tells her that her husband has sent word that she is to return to the hotel, and he will follow. Her pride hurt, she sends back word that she will wait until he takes her home. And thus the war begins.

It is excellent material in the hands of William de Mille. The complications grow more complicated—and funnier—when Charlotte discovers on return to their hotel that a diamond brooch is missing. The local police commissioner believes that her husband has taken it, but since it is her husband she cannot have him arrested.

Now, if she wasn't married to him, she could have him arrested and press charges—which, after all, are only two situations in a picture that is replete with comedy possibilities which William de Mille has materialized into sure-fire audience appeal.

ADOLPHE MENJOU IN  
THE PARAMOUNT PICTURE  
"LOST—A WIFE"

Production Mat 1PA

De Mille-Paramount  
Production Due HereWilliam de Mille's "Lost—a  
Wife" Feature at Rialto  
All Next Week

(Synopsis Story)

CAN a man be a gambler and a good husband at the same time?

This question is answered in a highly amusing fashion in William de Mille's delightful comedy-drama, "Lost—a Wife," which opens at the.....on.....

Adolphe Menjou is on his wedding trip in the south of France with Greta Nissen. They are dining outdoors when some one asks Menjou if he would not like to try his luck at roulette for a few moments.

Greta is hurt, she begs him not to play but he is so amusingly droll when he asks permission that she weakens and says, "Yes—for ten minutes."

Then, having the mad passion for gambling in his blood, Menjou becomes oblivious to everything save the destiny of the little white ball as it elicits around.

His bride, his word...all forgotten. Even after she sends word for him to come, he plays on. This keeps up for seventy-five hours without respite.

The result is a violent one. He loses Greta. She disappears and obtains a divorce a year later. Then she marries a decadent





GRETA NISSEN  
IN THE PARAMOUNT PICTURE  
"LOST-A WIFE"

Production Mat 1PB

## "Lost-a Wife" Greta Nissen's First Film

Featured with Adolphe Menjou and Robert Agnew in Wm. de Mille Production

ONCE upon a time, not so many years ago, a little golden haired girl was born in the land of the midnight sun. Every good fairy in existence was present at her birth. She was to go through life with every possible blessing—

If Hans Christian Andersen, weaver of stories that delight children, were to write of Greta Nissen's life, undoubtedly he would start his story something like that.

Hollywood knows many beautiful women, and reflects their charms to the world. The film city is enraptured with the beauty of the girl from the midnight sun. The magic wand of the screen has touched her, and no longer will her radiant personality be confined to New York and Chicago, for the motion picture camera will send her love-lines into every corner of the earth.

### Studied Dancing

Greta Nissen started her stage career at the age of four years. Her mother saw that she had decided talent for dancing, so arranged for her lessons at the Royal Opera in Copenhagen, Denmark.

For seven years the little golden haired girl practiced six hours a day and then at night was put in the chorus of the Opera house with all of the other pupils. This school specialized in the old French classical ballet which was not expressive. It made the dancers more like marionettes.

Then Greta saw Fokine, the greatest of all Russian teachers and she knew that was the place for her. Then followed seven more years of hard work.

It was in Christiana that Greta Nissen made her debut in the National Theatre. It was a brilliant affair because she was the protégée of the king and queen of Norway. Her appearance was a triumph. She became the idol of Norway.

"I love to dance more than anything else in the world," she says.

### Makes Screen Debut

"These years of training make my work on the screen easier for me. Pantomime comes naturally to me, of course."

Greta speaks with a delightful misplacement of words. One cannot put the charm of her low cultivated voice on paper.

Broadway remembers Miss Nissen as the princess in the pantomime of the stage play "The Beggar on Horseback." Paramount officials spotted her, and—well, she has her first motion picture role in "Lost-a Wife," a William de Mille production for Paramount which comes to the Theatre on.....

Adolphe Menjou and Robert Agnew are featured with Miss Nissen in the leading roles of the production, which was written for the screen by Clara Beranger from Clare Kummer's adaptation of the Broadway stage play by Alfred Savoir, author of "Kiki," "Bluebeard's Eighth Wife," etc.

"Lost-a Wife" is a comedy-drama of marriage with scenes laid in France. Edgar Norton, Mario Carillo, Toby Claude and others appear in the supporting cast.

Alfred Savoir, Author of "Kiki"

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In this case the obstacles begin to pile up for a young couple honeymooning at Monte Carlo—Adolphe Menjou, as the husband who would rather gamble than eat, and Greta Nissen, Paramount's new blonde beauty, as the girl whose mother tries to bring a title into the family by marrying her to a worthless duke. But Menjou sweeps her off her feet in a whirlwind courtship, loses her and finally wins her back.

Robert Agnew completes the trio of featured players.

## Cast

Tony Hamilton.....	Adolphe Menjou
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## Short Synopsis

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Hamilton falls in love with Charlotte the moment he sees her. He bets his friends she will not marry the duke. His sympathetic understanding of the situation leads her to confess she does not love the duke.

During a big reception at the hotel given by Charlotte's mother in honor of the girl's engagement, Tony wagers with his friends that he will marry her that night. He sweeps Charlotte off her feet with his love-making; they take French leave of the reception and are married.

The next night they are honeymooning at a casino in the South of France. Tony succumbs to his love for gambling and when he does not return to where he has left Charlotte in half an hour, she sends for him. He tells her he will not leave the gambling room until she goes to their hotel. She sends back word that she will not leave till he does.

The siege lasts for seventy-five hours, Charlotte sleeping in a chair outside the gambling room and Hamilton eating, shaving and changing his linen while standing by the roulette wheel. Charlotte finally decides to leave, and Baron Deligulieres, who has forced his attentions upon her during the siege, appoints himself her protector.

Tony is called to New York by his father's illness while Charlotte goes to her mother in Paris. A year later Hamilton receives a telegram from a friend saying that Charlotte has

obtained her final decree of divorce and is going to marry the baron. Tony loses a race from his New York office to the Paris church, the wedding party having already gone to the baron's chateau.

Hamilton deliberately wrecks his automobile on the baron's estate, feigns an injured leg and is taken into the house for aid. The baron, not knowing his identity, insists he stay overnight.

Charlotte has returned to her room. A fire alarm, warning of a blaze in a far corner of the estate, calls the baron away, and when Charlotte goes to open her windows, Tony is seated there. He tells her she is still his wife and refuses to leave.

In her desperation to keep Hamilton quiet Charlotte suggests that they play cards. His old weakness asserts itself, and they play through the night. When it is broad daylight, Tony realizes what he has done, and the girl denounces him scornfully.

He pleads with her, saying that it is only her love that counts with him and promises never to gamble again. Unable to fight off her love any longer, she yields to him. When the baron and his mother come in, Tony explains the situation. The baron, in his weak manner, attempts to raise a fuss, but his own mother quiets him, for she always has believed him undeserving of the love of so charming a woman. Tony and Charlotte leave together with the blessings of the old baroness.

Lonesome Husband

Menjou is known as "Bet thousand" Tony in this picture. Here's a chance for patrons betting all sorts of ways a going to run will get off the next corner. Lost-a Wife Nissen's name and with a thousand times. He pays when you the picture. You'll learn why the picture.

Might get the newspaper to run line "Lost-a Wife" stories.

Statistics have divorced couples reasons why. "Lost-a Wife"

The story of a rather gamble the play, "Banco," which set laughing two se

"Lost-a Wife" matter of divorce.

Have a fellow searching for something for all is worth. "Did you see her," asks. And then to a passer-by query, "Whom?" "My wife!"

"Lost-a Wife" sure is an entertainment FIND.

Does a man his independence when he carries?

Would a woman rather be man she lovable with the by wealth than surrounded luxury with a man she does care a whoop for?

See "Lost-a Wife!"

Who's the bride and groom promise "love, honor and OBEY!" "Lost-a Wife" brings it all to screen next..... at the..... Theatre.

You might gather the cover of the production—footprints leading your theatre. Trail the "wife".

A stunt not unlike "Feet of Clay" and over on "Feet of attention.

"LOST-A WIFE"?—NOT SO YOU COULD



ADOLPHE MENJOU AND GRETA NISSEN  
THE PARAMOUNT PICTURE "LOST-A WIFE" A WILL

Three-column Production Mat



Young, blonde  
Lonesome Husband

Menjou is known as "Bet a thousand" Tony Hamilton. Here's a chance for you to start a new tradition betting on all sorts of foolish things—going to run—will get off the next corner, "Lost—a Wife" Nissen's name and without thousand that seeing her bets and her face is awed. You'll learn why the picture.

Might get the newspaper to run the line "Lost—a Wife" with all divorce stories. Statistics have shown that 145,968 divorced couples are registered each year. "Lost—a Wife" shows why.

The story of a man who could rather gamble than eat. Adapted from the stage play, "Banned from New York to New York" which set a laughing two seasons ago.

"Lost—a Wife" makes a laughing matter of divorce.

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FE"?—NOT SO YOU COULD NOTICE IT!



MENJOU AND GRETA NISSEN IN A SCENE FROM "LOST—A WIFE" A WILLIAM de MILLE PRODUCTION

Three-column Production Mat 3P

### Producer

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### Featured Players

**Adolphe Menjou, Greta Nissen, Robert Agnew.** Menjou, as the man ruled by a passion for gambling but who conquers this weakness, has his best part since he played the role of the chancellor with Pola Negri in Lubitsch's "Forbidden Paradise." He's clever, daring, debonair, suave, bold, a great lover—a man who understands women—but always human. They'll be for him all the way.

**Miss Nissen,** the blonde Norse beauty who played in the stage play, "The Beggar on Horseback," makes her screen debut in this production. If this picture were nothing but close-ups of Greta Nissen no one could afford to miss it. She's that charming, lovable, dainty sort of femininity that wins women as well as men.

**Agnew** is one of the most popular of the screen's younger leading men.

### Author

**Alfred Savoir,** who wrote "Kiki" and "Bluebeard's Eighth Wife." "Lost—a Wife" is a screen version of Clare Kummer's adaptation of his French marriage comedy which was one of Broadway's outstanding successes of the season 1923.

### Scenarist

**Clara Beranger,** who has been connected with William de Mille in this capacity as far back as our memory goes. Mrs. Beranger wrote the screen plays "The Bedroom Window," "The Fast Set," "Men and Women," among others.

### Cameraman

**L. Guy Wilky,** William de Mille's regular photographer.

### Type of Story

A brilliant comedy gem with a thousand flashing facts, of a man whose passion for gambling wins, then loses, a beautiful girl wife and eventually wins her back.

### Theme

Menjou, as Tony Hamilton, better known as "Bet-a-thousand" Tony, wealthy New Yorker in France, bets friends that a certain girl registered at a hotel is "awful." He loses; she's the beautiful Charlotte Randolph, whose title-hunting mother has gotten her engaged to a no-account duke.

Hamilton bets his friends another thousand that she doesn't marry the duke and still another five thousand that he marries her that night.

He wins both bets!

They go to Monte Carlo on their honeymoon. Between courses at dinner, Tony begs five minutes off to play roulette in an adjoining room.

But five minutes stretch away to many more, and Charlotte finishes her meal alone. A waiter tells her that her husband has sent word that she is to return to the hotel, and he will follow. Her pride hurt, she sends back word that she will wait until he takes her home. And thus the war begins.

It is excellent material in the hands of William de Mille. The complications grow more complicated—and funnier—when Charlotte discovers on return to their hotel that a diamond brooch is missing. The local police commissioner believes that her husband has taken it, but since it is her husband she cannot have him arrested.

Now, if she wasn't married to him, she could have him arrested and press charges—which, after all, are only two situations in a picture that is replete with comedy possibilities which William de Mille has materialized into sure-fire audience appeal.

### Audience Appeal

Does a man lose his independence when he marries?

This is one of the questions that

old gambler tells Menjou, "My boy, you're a young husband. If you let her win this time you lose the rest of your married life." Menjou starts out to find the answer.

A woman would rather be miserable with the man she loves—is the discovery made by Greta Nissen in this picture.

Men and women are going to derive an equal kick out of "Lost—a Wife" because it comes mighty close to everyone's door step. They'll come to see it, and de Mille hasn't overlooked a bet in the way of pleasing them after they check in at the box office.

But, above all, it's the delightful humor of this one that marks it as another distinctive William de Mille contribution to screen entertainment.

### Big Scenes

Adolphe Menjou's wager of five thousand dollars with his two friends at the reception given by Greta Nissen's mother in honor of her daughter's engagement to a duke, that he will marry Greta that night. He had been introduced to her that day.

The world's fastest courtship in which Menjou wins Greta Nissen.

The 75-hour siege of the Casino, with Greta Nissen waiting outside the Casino door, and Menjou at the roulette table, determined to remain there until she had returned to the hotel.



ADOLPHE MENJOU IN THE PARAMOUNT PICTURE "LOST—A WIFE" Production Mat 1PA

## De Mille-Paramount Production Due Here

William de Mille's "Lost—a Wife" Feature at Rialto All Next Week

(Synopsis Story)

CAN a man be a gambler and a good husband at the same time?

This question is answered in a highly amusing fashion in William de Mille's delightful comedy-drama, "Lost—a Wife," which opens at the.....on.....

Adolphe Menjou is on his wedding trip in the south of France with Greta Nissen. They are dining outdoors when some one asks Menjou if he would not like to try his luck at roulette for a few moments.

Greta is hurt, she begs him not to play but he is so amusingly droll when he asks permission that she weakens and says, "Yes—for ten minutes."

Then, having the mad passion for gambling in his blood, Menjou becomes oblivious to everything save the destiny of the little white ball as it clicks around.

His bride, his word....all forgotten. Even after she sends word for him to come, he plays on. This keeps up for seventy-five hours without respite.

The result is a violent one. He loses Greta. She disappears and obtains a divorce a year later. Then she marries a decadent French baron. Menjou hears about the coming nuptials and rushes to Paris from America to stop them, but he arrives at the

Menjou rushes to their home, crashes his car through the garden wall and has to stay all night as a result of the accident.

That night while the baron and Miss Nissen are playing cards in her room, the fire gong rings. The husband rushes out, and when Charlotte goes to her window to look out she finds Menjou sitting there. He explains that it is a perfectly safe little fire—"a delightful little fire for two." He tells the girl that he never consented to the divorce she secured so still considers her his wife.

Charlotte (Miss Nissen) does some fast thinking, remembers Menjou's weakness for gambling and suggests they play cards. They continue through the night, and it is morning before Menjou realizes that the girl has outwitted him.

Clara Beranger, in her adaptation of this story to the screen, has preserved most carefully the charm of the original play by Alfred Savoir, who wrote "Kiki," "Bluebeard's Eighth Wife," etc.

Menjou, Miss Nissen and Robert Agnew are featured in the leading roles of the production.

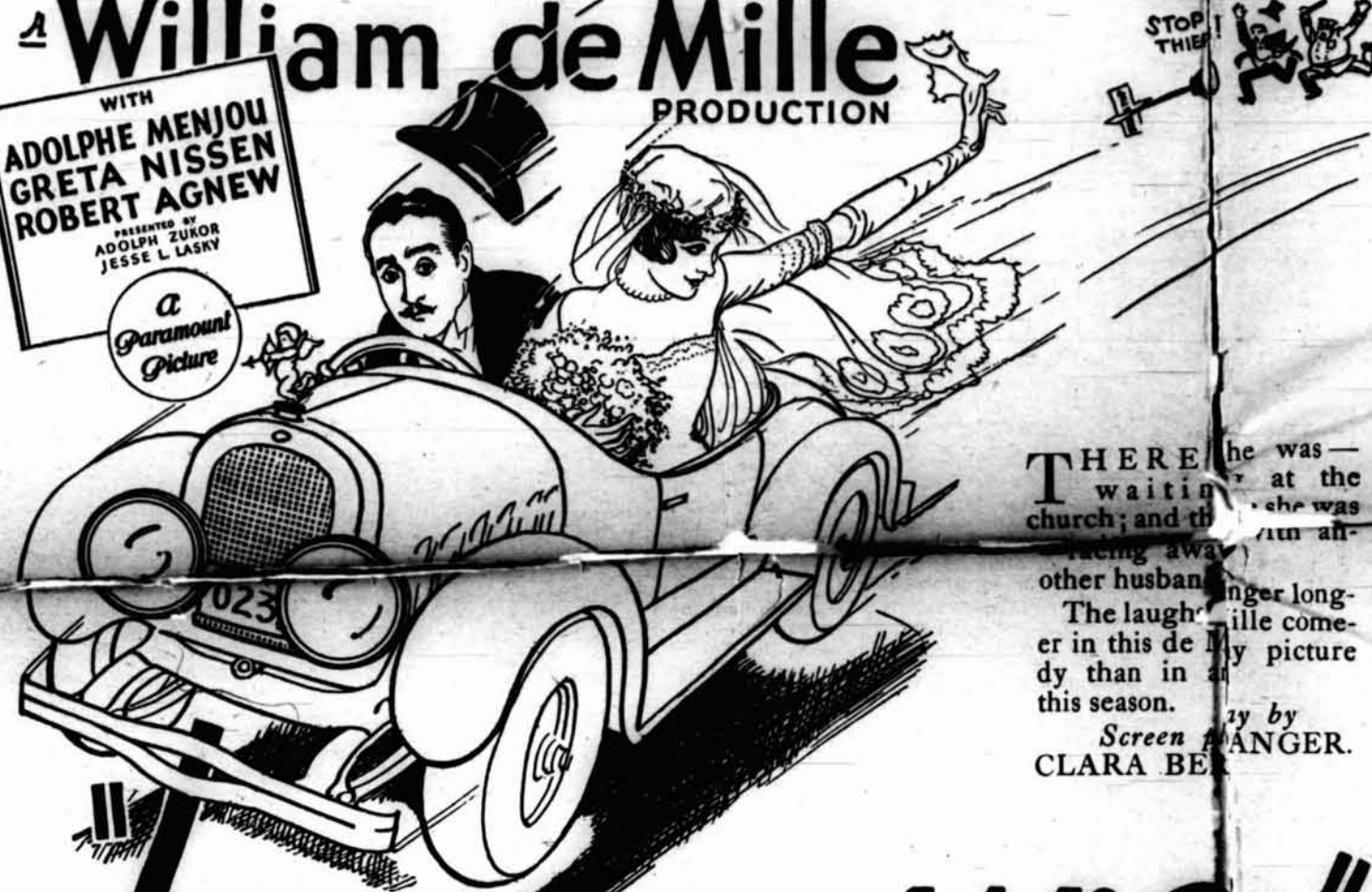


**IT PAYS TO ADVERTISE WITH PARAMOUNT  
MADE BY THE BEST BOX-OFFICE**

**A William de Mille PRODUCTION**

WITH  
**ADOLPHE MENJOU  
GRETA NISSEN  
ROBERT AGNEW**  
PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

**A Paramount Picture**



THERE he was —  
waiting at the  
church; and then she was  
facing away from him with  
another husband in her arms.  
The laugh-illie come-  
er in this de Mille picture  
dy than in any picture  
this season.

by  
Screen Play by  
**CLARA BENTON**

# Lost—a Wife

Four-column Newspaper Advertisement 4A



ADOLPHE MENJOU AND GRETA NISSEN IN THE PARAMOUNT PICTURE  
"LOST—A WIFE" A WILLIAM deMILLE PRODUCTION

Two-column Production Mat 2P

**A Paramount Picture**

**WILLIAM de MILLE PRODUCTION**

**Lost-a Wife**

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

—with—  
**ADOLPHE MENJOU  
GRETA NISSEN  
ROBERT AGNEW**



Two-column Supplementary Press Ad 4SX

## Finders Keepers?

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

With  
**ADOLPHE MENJOU  
GRETA NISSEN  
ROBERT AGNEW**



## Trailers Build Business!

National Screen Service, Inc., issues an excellent Service Trailer on "Lost—a Wife."

It consists of 75 feet of film, including several good selling titles and a half dozen carefully selected punch scenes from the picture. It sells for \$5 during the first four months after release date, with refund of \$1.50, if returned within two weeks of booking. After four months, cost is \$2.50, with \$1 refund if returned in two weeks. It thus costs you \$3.50 or \$1.50 net, depending on when you play the picture.

You can get a regular monthly Trailer Service, including trailers on the productions of Paramount and all other companies, special animated openings and closings with your theatre name on them, and many other trailer accessories, for a nominal sum.

Write to your nearest National Screen Service office. See Price List on page 4.

# TH PARAMOUNT NEWSPAPER ADS X-OFFICE BRAINS AND SOLD AT COST



STOP THIEF!

HERE he was —  
waiting at the  
church; and th  
she was  
with an  
racing away  
other husband, nger long.  
The laugh ille come  
er in this de May picture  
dy than in a  
this season. ay by  
Screen pl ANGER.  
CLARA BER

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WILLIAM de MILLE PRODUCTION  
st-a Wife

ADOLPHE MENJOU  
GRETA NISSEN  
ROBERT AGNEW

ementary Press Ad 2 ASX

uild Business!

Inc., issues an excellent Service

film, including several good sell-  
carefully selected punch scenes  
or \$5 during the first four months  
fund of \$1.50, if returned within  
after four months, cost is \$2.50,  
in two weeks. It costs you  
ng on when you play the picture.  
Monthly Trailer Service, including  
of Paramount and all other com-  
ings and closings with your thea-  
ny other trailer accessories, for a

National Screen Service office.

## Found-the Perfect Comedy!



THE screaming story  
of a man who won  
a wife on a wager and lost  
her on a lark.

Another clever love-  
comedy from the talented  
de Mille who gave you  
"Grumpy."

From Clare Kummer's  
adaptation of the famous  
French farce "Banco" by  
Alfred Savoir, author of  
"Kiki."

Screen play by  
CLARA BERANGER.

LOST-- Suitable reward if  
A WIFE finder will return  
to Tony Hamilton

A William de Mille  
PRODUCTION  
— with —  
ADOLPHE MENJOU  
GRETA NISSEN  
ROBERT AGNEW



# "Lost - a Wife"

a Paramount Picture

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

Three-column Newspaper Advertisement 3A

## Catchy Catchlines to Catch Crowds

Reward of one hundred laughs! See "Lost  
—a Wife."

He lost his heart and won a wife; then he lost  
his head and lost her.

Wives! Suppose you found that your husband  
had married you to win a bet?

He won a bet he would marry her within  
twenty-four hours—and she was a PERFECT  
stranger!

LOST—A WIFE. Gay, pretty, blonde and  
twenty. Misled by mistake, she either strayed  
or was stolen. Reward if returned—and no ques-  
tions asked. HER CONTRITE HUSBAND.

With the master-mind of all shieks.  
—ADOLPHE MENJOU  
With the new ravishing screen beauty.  
GRETA NISSEN.

The story of a man who bet a million he could  
be both married and happy.

He looked down, gasped and said, "But I bet  
a hundred her face is awful." He looked up,  
gasped again—and paid the hundred!

Honeymoon, marriage, divorce—and then!!

The night she got married—her ex-husband  
came back!

He got married to win a bet. He nearly got  
killed to win his wife back.

15,678 divorced women re-marry their hus-  
bands each year—including this husband.

She had two husbands in the same room at  
the same time!



Screen play by  
CLARA BERANGER.

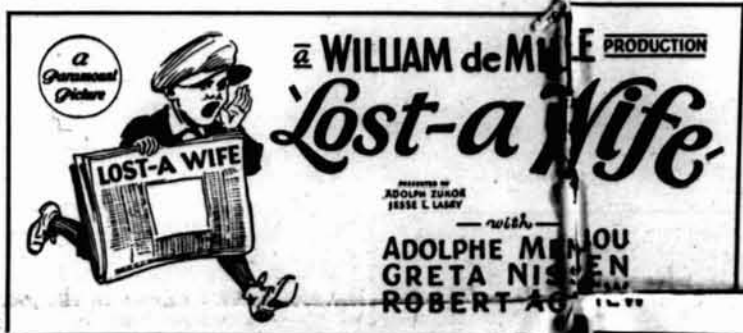
# Lost—a Wife

Four-column Newspaper Advertisement 4A



ADOLPHE MENJOU AND GRETA NISSEN IN THE PARAMOUNT PICTURE  
"LOST—A WIFE" A WILLIAM deMILLE PRODUCTION

Two-column Production Mat 2P



Two-column Supplementary Press Ad 2ASX

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## Finders Keepers?

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

with  
ADOLPHE MENJOU  
GRETA NISSEN  
ROBERT AGNEW  
a  
William  
de Mille  
PRODUCTION



## —A WIFE—

a  
Paramount  
Picture



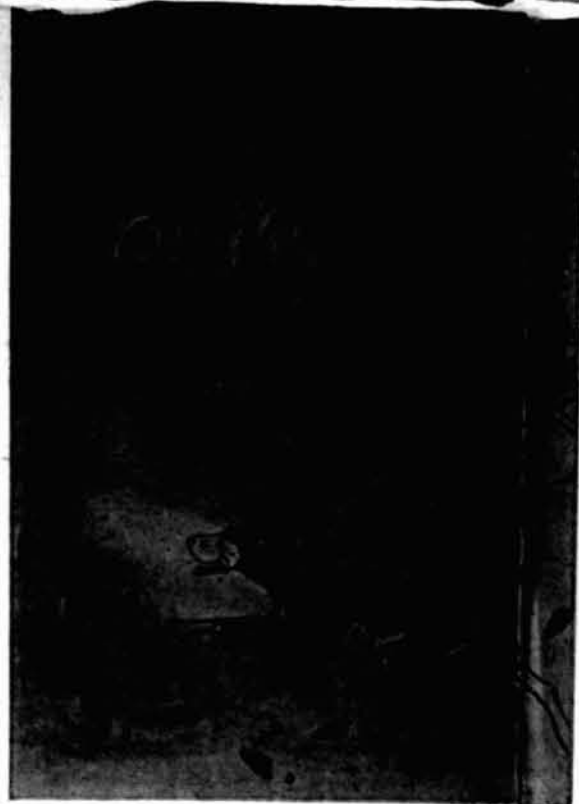
HIS motto was: If gambling interferes with marriage, give up marriage.

And when his wife gives HIM up and gets another husband—the fun begins! And never ends till the final fade-out.

From Clare Kummer's adaptation of the play "Banco"  
by Alfred Savoir—Screen play by CLARA BERANGER

Two-column Press Advertisement 2A

## Striking Four-Page Col



Som  
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Sam



his season.  
Screen play by  
LARA BERANGER.

Life

WILLIAM de MILLE PRODUCTION  
Lost-a Wife

ADOLPHE MENJOU  
GRETA NISSEN  
ROBERT AGNEW

mentary Press Ad 2 ASX

Child Business!

, Inc., issues an excellent Service

film, including several good sell-  
carefully selected punch scenes  
or \$5 during the first four months  
und of \$1.50, if returned within  
after four months, cost is \$2.50,  
in two weeks. It thus costs you  
ng on when you play the picture.  
Monthly Trailer Service, including  
of Paramount and all other com-  
mings and closings with your thea-  
ny other trailer accessories, for a

National Screen Service office.

Four-Page Color-Herald

Something different in  
a herald—and something  
to get the cash!

The cut on the left  
shows the cover. But see  
this in the colored orig-  
inal!

Four great pages, with  
plenty of space on back  
page for theatre name, etc.

\$3.00 per 1,000.

Samples at exchanges.

LOST-- Suitable reward if  
A WIFE finder will return  
to Tony Hamilton

A William de Mille  
PRODUCTION

—with—

ADOLPHE MENJOU  
GRETA NISSEN  
ROBERT AGNEW

Lost - a Wife

PRESENTED BY  
ADOLPH ZUKOR  
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Three-column Newspaper Advertisement 3A

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With the new ravishing screen beauty.  
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killed to win his wife back.

15,678 divorced women re-marry their hus-  
bands each year—including this husband.

She had two husbands in the same room at  
the same time!

## RIALTO THEATRE



LAUGH and growl grins at the  
funniest, smartest, most en-  
joyable de Mille comedy since  
"Grumpy."

Cast includes Adolphe Menjou,  
Greta Nissen, the new screen beau-  
ty, and Robert Agnew.

REST  
of  
BILL

From Clare Kummer's adaptation of the play "Banco"  
by Alfred Savoir—Screen play by CLARA BERANGER

Two-column Supplementary Press Ad 2AS



# TURN "LOST—A WIFE" INTO A RE WITH THESE PUBLICITY STORI

## William de Mille's "Lost—a Wife" Here

Paramount Picture With Fine  
Cast Comes to the Rialto  
Theatre Today

(Synopsis Story)

IS THE husband to be the supreme dictator in marriage or is the wife to be mistress of the eternal struggle in matrimony?

This is a very important question in "Lost—a Wife," the picture which William de Mille directed for Paramount and which was prepared for the screen by Clara Beranger.

Adolphe Menjou and Greta Nissen are on their wedding trip in the south of France after a highly romantic elopement.

Because of Menjou's passion for gambling he leaves Greta, who sends word into the roulette casino for

him to stop and come to her.

He decides impulsively that this is the moment in which to prove that he is master to dictate in their marriage.

Consequently he sends out word to her that he will stay and tells her to go to the hotel to wait for him.

In reality—each wins—or each loses—Greta finally leaves him—disapproves—a divorce is gotten—she marries a decadent old French baron and the complications come fast and furiously.

It is a rapid-fire comedy-drama in which William de Mille puts across his delicate humor with usual brilliancy.

Robert Agnew is featured with Menjou and Miss Nissen in the leading roles.

Edgar Norton, as the baron, heads the supporting cast. Others include Mario Carillo, Genaro Spagnoli, Eugenio di Liguoro, Henrietta Floyd, Toby Claude and Marcelle Corday.

The picture opens a.....days run at the.....on.....

## "Lost—a Wife" Best Wm. de Mille Film to Date

"Lost—a Wife," a William de Mille production for Paramount, which will be shown on.....next at the..... Theatre, is a story of a young American whose fondness for gambling wins, then loses a beautiful girl bride and eventually wins her back.

Adolphe Menjou, Greta Nissen and Robert Agnew are featured in the cast of the picture, which is an adaptation by Clara Beranger of Alfred Savoir's stage hit, "Banco," which in turn was adapted from the French by Clara Kummer.

Menjou, as Tony Hamilton, better known as "Bet-a-thousand" Tony, meets Charlotte Randolph (Miss Nissen) at a fashionable hotel in France. He is struck by her beauty. Hamilton learns that her title-hunting mother has managed to get her engaged to a scatter-brained duke. True to form, Tony bets friends that she does not marry the duke—and goes further than that—he bets five thousand that he marries her himself that very night.

—and we'll leave it to the picture to reveal how he makes out.

To take Mr. de Mille's own word for it, "Lost—a Wife" is one of the most human and entertaining pictures he has ever made. Edgar Norton, Mario Carillo, Toby Claude, Marcelle Corday and others just as popular appear in the supporting cast.

## Amusing Scenes in William de Mille's "Lost—a Wife"

The new William de Mille-Paramount production, "Lost—a Wife," which comes to the.....Theatre for a run of.....days on..... next, is said to contain more appeal and genuine comedy than any two of that director's previous pictures combined.

"Lost—a Wife," written for the screen by Clara Beranger, is an adaptation of Alfred Savoir's stage play, "Banco," which was one of the outstanding hits on Broadway during the season 1923.

## SPECIALS

### "Getting On"—Menjou's Rules for Real Success

DEVELOP a sense of humor if you haven't one already—and **HANG ON,"** says Adolphe Menjou, who has a very definite idea about his career, and a lot of other things. "I always knew I could make good if the opportunity presented itself. The trick of the entire thing is not to go into the game of life or any other game, no matter what it is, with a losing spirit," says he.

"Always feel sure that you will win out in the end. The thing we want most in our lives is quite possible if we are serious about it and concentrate all of our efforts towards that one goal."

"The trouble with most people and the reason they lose their grip lies in the fact that they are not

really concentrating on ONE thing. People waste too much. They waste time, they waste energy, they are constantly wasting the best part of their lives thinking that tomorrow they will DO IT. And tomorrow has a strange way of slipping past them."

"The key-note is... **AMBITION,** then the indomitable courage to work hard for it... then you will succeed."

Adolphe Menjou plays the part of a gambling husband in William de Mille's comedy-drama, "Lost—a Wife." It is one of the most amusing pictures he has made for Paramount which Clara Beranger adapted to the screen. It is decidedly French in spirit and the action is fast moving from start to finish.

Greta Nissen, the little Norwegian girl with the golden hair, plays opposite Menjou. Robert Agnew is also featured in the cast of the production, due on.....next at the..... Theatre.

Edgar Norton, Mario Carillo, Toby Claude and others play in support.

### "Lost—a Wife" Nearly Was "Lost—a Director"

"Lost—a Wife" was almost changed to "Lost—a Director" when the William de Mille company was out on location making this new Paramount picture.

It was during the race of Adolphe Menjou that the accident happened. A platform was fastened on to the front of the car and Mr. de Mille was on it with his cameraman, Guy Wilky, and two or three others, getting a close-up of Menjou and Bobbie Agnew.

In some way, one of the "two-by-fours" got mixed up with the steering apparatus and when Bobbie tried to steer the car he was horrified to find that he was powerless to do it. The car wouldn't steer and was headed for a deep precipice besides.

Dashing into space wasn't part of Mr. de Mille's program but for a few minutes they were in danger of doing it anyway. Bobbie Agnew became a hero, managing to crash on the emergency brake and they all stopped seven inches from the edge.

The featured players in this Paramount production are Adolphe Menjou, Greta Nissen and Robert Agnew. The story is a comedy drama with scenes laid in France and America.

### Meet Greta Nissen, New Paramount Norse Beauty

Greta Nissen is doing a lot of new things for the first time in her life. Making pictures, living in Hollywood, meeting the American youths, who seem very strange to her, are some of them.

"Their comradeship is nice but it makes me feel very boy-like," says this foreign actress who has created such a sensation in Hollywood.

She smiled wistfully, "I have heard so much about Hollywood and I see nothing of it except on my way to the studio and back to my home in the evening. At night I feel tired and so I always go to bed early. It is better so."

Miss Nissen is the lightest haired girl in pictures. She is undoubtedly the fairest haired blonde on the

## Big Featured Cast In "Lost—a Wife"

Adolphe Menjou, Greta Nissen,  
Robert Agnew in de Mille-  
Paramount Film

ADOLPHE MENJOU, Greta Nissen and Robert Agnew are featured in the cast of the William de Mille-Paramount production, "Lost—a Wife," which comes to the..... Theatre for a run of.....days on.....next.

"Lost—a Wife" is an adaptation by Clara Beranger of the Broadway stage success, "Banco," by Alfred Savoir, author of "Kiki" and "Bluebeard's Eighth Wife." Menjou has the role of a handsome young American traveling in France with two friends, Agnew, and Edgar Norton, who heads the supporting cast in the picture. His one weakness is gambling. He'd rather gamble than eat

Miss Nissen makes her motion picture debut in "Lost—a Wife." New York remembers her as the princess in the pantomime of the stage play, "The Beggar on Horseback." She is a ravishing blonde beauty, cast as Charlotte Randolph whose mother is trying to bring a title into the family by marrying her off to a no-account duke. Menjou sees her name on the hotel register and bets his friends a thousand that her face is awful—this before he sees her, of course. Naturally, he pays the bet, but follows it up with another that Charlotte doesn't marry the duke and tops that with still another wager—this time of five thousand dollars—that he will marry her that night.

He wins! Just how he wins the girl in a whirlwind courtship that fairly sweeps her off her feet is what makes "Lost—a Wife" typical de Mille entertainment.

Besides Norton, others playing in support of the principals include Mario Carillo, Genaro Spagnoli, Eugenio de Liguoro, Henrietta Floyd, Toby Claude and Marcelle Corday.

### "Lost—a Wife" a Screen Version of Play, "Banco"

"An exquisitely delicate comedy-drama of marriage" is the way the new William de Mille-Paramount production, "Lost—a Wife," which opens on.....next at the..... is described.

Paramount claims this picture to be amusing with a myriad of new angles on the newly married life question. It is taken from the French—written for the screen by Clara Beranger from Clara Kummer's adaptation of the New York stage

hit, "Banco," by Alfred Savoir, who wrote "Kiki" and "Bluebeard's Eighth Wife."

Adolphe Menjou, Greta Nissen, Paramount's new blonde beauty from Norway (Miss Nissen played in the pantomime of the stage play, "The Beggar on Horseback"), and Robert Agnew are featured at the head of the cast, which also includes Edgar Norton, Mario Carillo, Henrietta Floyd, Toby Claude and Marcelle Corday.

### Says Adolphe Menjou:

"Greta Nissen is the youngest wife I've ever had in my life."

It is in the new William de Mille production for Paramount, "Lost—a Wife," coming to the.....on..... that Menjou marries Miss Nissen, Paramount's new Norse newcomer. Robert Agnew is also featured in the cast of the production, adapted for the screen by Clara Beranger from Alfred Savoir's Broadway play, "Banco."

"Lost—a Wife" is a story of a young American, played by Menjou, whose one weakness is gambling. At a hotel in France he bets a friend a thousand that a girl whose name appears on the hotel register has a face that would stop a clock. He pays, of course. He bets five thousand that he marries her that very night. He wins!

It's great stuff, this—funny and human.

## REVIEWS

### "Lost—a Wife"

FOUND: That "something different" in motion pictures you

If ever there was a movie out of the ordinary, it is William de Mille-Paramount production, "Lost—a Wife," which is the feature all the week at the..... Theatre.

"Lost—a Wife" is an adaptation by Clara Beranger of the Broadway stage success, "Banco," by Alfred Savoir, author of "Kiki" and "Bluebeard's Eighth Wife." Menjou has the role of a handsome young American traveling in France with two friends, Agnew, and Edgar Norton, who heads the supporting cast in the picture. His one weakness is gambling. He'd rather gamble than eat

The story is one of a young American traveling in France. Hamilton (Menjou), known as "Bet-a-thousand" Tony, is a gambler who wagers on nothing else with friends as foolish as he is.

or something equal.

Anyway, he meets Adolphe Menjou, being dragged across the continent in search of a title. He sees her name on the hotel register and after losing a thousand dollars he bets that when he bets that "this before he comes deeply interested and it isn't half an hour before she never marries the duke her mother goes so far as to marry her. His friends prove otherwise.

There's a honeymoon at Monte Carlo, a misunderstanding followed by a reconciliation of the most unusual screen has ever seen—perhaps the most unusual of the church too. Menjou arrives at the wedding to prevent Miss Nissen's wedding. It's a real laugh—for Menjou, of course.

"Lost—a Wife" is a notable fact that it marks Greta Nissen's screen appearance. Paramount done a lot of talking about this newcomer lately, and when you see the picture you'll talk about it. Menjou gives his usual finished performance in this one, and Bobby Agnew is a convincing juvenile.

Edgar Norton, as the count, marries Miss Nissen when she marries Menjou over, gives a great characterization. Genaro Spagnoli, Eugenio di Liguoro, Henrietta Floyd, Toby Claude and Marcelle Corday.

(Review No. 2)

"My boy, you're a young husband. If you let her win this time, you for the rest of your married life."

Naturally, after a warning like "Bet-a-thousand" Tony Hamilton couldn't think of leaving the roulette table in the Casino at Monte Carlo just because his wife of a day had to be escorted back to the hotel. So friend wife just waited for seventy-five hours, and when her patience gave out, resorted to the hotel alone and started immediate divorce proceedings.

It's a great scene in the Paramount picture, "Lost—a Wife" William de Mille production now the.....Theatre. Adolphe Menjou is the man, Greta Nissen the girl. Both are featured along with Robert Agnew in the leading roles of the production, another distinct de Mille contribution to screen entertainment.

Does a man lose his independence when he marries? Would a woman rather be unable with the man she loves supremely comfortable with a friend she doesn't care a hang for?

These are but two of the vital questions answered by "Lost—a Wife."

Picture audiences get their glimpse of Greta Nissen, Paramount new beauty from Norway, in production. She is cast as a young American girl whose mother has all over France in search of her husband. Once Menjou



# TO A REAL BOX OFFICE "FIND" Y STORIES, SPECIALS AND REVIEWS

## REVIEWS

### "Lost—a Wife"

**FOUND:** That "something different" in motion pictures you've been looking for.

If ever there was a movie out of the ordinary, it is the William de Mille production, "Lost—a Wife," which is the feature all this week at the . . . . . Theatre.

"Lost—a Wife" is an adaptation by Clara Beranger of Alfred Savoir's Broadway stage success, "Banco." Adolphe Menjou, Greta Nissen and Robert Agnew are featured in the leading roles in the cast.

The story is one of Tony Hamilton, a young American traveling in France. Hamilton (Menjou), known as "Bet-a-thousand," is happy only when he has a wager on his hands, and if there's nothing else to bet about he'll bet with friends on a horse or not or something equal.

Anyway, he meets Charlotte Randolph, being dragged across the continent by her mother in search of a title. Hamilton first sees her name on the hotel register, and after losing a thousand dollars when he bets that "her face is awful"—this before he meets her—he becomes deeply interested in the girl, and it isn't half an hour before he's betting friends that she never marries the duke her mother has picked out for her and even goes so far as to wager that he will marry her himself that very night. His friends take the bet, thinking he is crazy. Ensuing scenes, however, prove otherwise.

There's a honeymoon at Monte Carlo, a misunderstanding, a divorce followed by a reconciliation in some of the most unusual scenes the screen has ever seen—perhaps the most unusual of these being when Menjou arrives at the church too late to prevent Miss Nissen's wedding to the count. It's a real laugh—not for Menjou, of course.

"Lost—a Wife" is a notable fact that it marks Greta Nissen's first screen appearance. Paramount has done a lot of talking about this Norse newcomer lately, and when you see the picture you'll agree that they have something to talk about. Menjou gives his usual finished performance in this one, and Bobby Agnew is a convincing juvenile.

Edgar Norton, the count who marries Miss Nissen when she throws Menjou over, gives a great comedy characterization. Others in the cast are Mario Carillo, Genaro Spagnoli, Eugenio di Liguoro, Henrietta Floyd, Toby Claude and Marcelle Corday.

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"My boy, you're a young husband. If you let her win this time, you lose for the rest of your married life."

Naturally, after a warning like that "Bet-a-thousand" Tony Hamilton, couldn't think of leaving the roulette table in the Casino at Monte Carlo just because his bride of a day wanted to be escorted back to the hotel. So friend wife just waited for him for seventy-five hours, and then, when her patience gave out, returned to the hotel alone and started immediate divorce proceedings.

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Does a man lose his independence when he marries?

Would a woman rather be miserable with the man she loves than supremely comfortable with a fellow she doesn't care a hang for?

These are but two of the many vital questions answered by "Lost—a Wife."

Picture audiences get their first glimpse of Greta Nissen, Paramount's new beauty from Norway, in this production. She is cast as a young American girl whose mother carts her all over France in search of a titled husband. Once Menjou sets eyes on her, it's good night!

### Greta Nissen in "Lost—a Wife" Cast

**Golden Haired Paramount  
Beauty Featured in Wil-  
liam de Mille Picture**

**THE** sensation of the year in Hollywood is Greta Nissen, the very young girl from Norway who made her first appearance on the screen at the Hollywood Paramount studio.

She brings to the screen a personality so free, so vibrant, that one feels as though youth is in reality the most glorious age after all.

In spite of the fact that Greta radiates youth she has a delightful poise, a sureness of movement which is the result of years of training with Fokine—the great Russian dancing teacher. Followers of the theatre will recall Miss Nissen for her excellent work as the princess in the stage play, "The Beggar on Horseback."

Miss Nissen's first screen appearance is in the William de Mille-Paramount production, "Lost—a Wife," in which she is featured with Adolphe Menjou and Robert Agnew.

"Lost—a Wife" was written for the screen by Clara Beranger from Clare Kummer's adaptation of the New York stage hit, "Banco," by Alfred Savoir, author of "Kiki" and "Bluebeard's Eighth Wife."

It is a very light comedy drama with many amusing situations, all of which are new and decidedly French in feeling. It proved a splendid vehicle for Mr. de Mille's delicate touch.

There is great beauty in the sets designed for this picture, everything used being of such value that two watchmen were put on guard at night for safety.

### "Lost—a Wife" Brilliant Comedy of Married Life

"Lost—a Wife," which opens a . . . . . days' run at the . . . . . on . . . . ., is claimed to be one of the most colorful and interesting William de Mille comedies. It is filled with many intensely interesting bits of continental life. It has one of the funniest bedroom scenes on record, wherein Adolphe Menjou hides behind the curtains on the wedding night of his divorced wife and a French count.

De Mille, it is said, has put across these scenes with his usual extraordinary skill.

Menjou is featured with Greta Nissen and Robert Agnew in the picture.

which is a screen version of Alfred Savoir's Broadway stage hit, "Banco," adapted for the screen by Clara Beranger.

There's a typical de Mille cast playing in support of the principals.

### For Men Only!

One of the most interesting scenes in the new William de Mille production for Paramount, "Lost—a Wife," is one without a woman in it—and that's not its only claim to interest.

There are twenty-five men at two roulette tables watching the wanton white ball of fate. These twenty-five men were all "hand picked" by Mr. de Mille as he insists upon his groups being actors, not merely atmosphere.

His crowd of men in this particular scene represent nearly every foreign country. They are interesting actors whose names are known to picture fans, and they contribute to this scene exactly the thing Mr. de Mille wanted—intelligent authentic realism.

Featured in "Lost—a Wife" are Adolphe Menjou, Greta Nissen, and Robert Agnew. Edgar Norton heads the supporting cast. Clara Beranger wrote the screen play.

### "So This Is France!"

—said Greta Nissen as she walked onto the William de Mille set at the Paramount West Coast studio recently.

Mr. de Mille was taking a scene in an old French village. He had such a perfect reproduction of one with the smoke curling out of the chimneys, the goats grazing on the hill-sides, down to the ancient old Frenchman clipping the hedge around the church that it looked for all as though, through black magic, the hills of Hollywood had become the hills of France.

It is in this small village that Greta Nissen marries the Baron Deligueres. Edgar Norton, in this new Paramount picture, "Lost—a Wife" which is filled with continental atmosphere, romance, and comedy of a new variety.

Featured with Miss Nissen in "Lost—a Wife" coming to the

are Adolphe Menjou and Robert Agnew. Besides Norton, the support includes Mario Carillo, Toby Claude and Marcelle Corday.

### Fewer Extras and More Actors for Wm. de Mille

Cameos on a moving picture set!

William de Mille has a decided flair for perfection of detail. The filming of his latest Paramount picture, a highly amusing French farce, "Lost—a Wife," adapted to the screen by Clara Beranger, called for continental types. The people whom Mr. de Mille chose were all "hand picked." They are men, who, in their own country, are famous. In Hollywood they are unknown, unrecognized. They are a colony of aristocrats striving for success.

Mr. de Mille believes in fewer extras and more actors.

The manager of the hotel in "Lost—a Wife" is Eugenio di Liguoro, the brilliant and talented Italian director of the Cines Picture Company in Italy. He went to India and made the beautiful picture of "The Life of Buddha" from the story written by Tagore. Liguoro is a remarkably educated man, a writer, an actor and a director of note.

The maid is Marcelle Corday, the French actress who came to New York in 1917 with the Jacques Copeau Company of French actors. They played in the Garrick Theatre for three years a repertoire of famous French plays. It really was propaganda work.

One of the butlers is Ole Theobaldi, son of Ole Theobaldi, royal court musician of Europe. Ole Theobaldi, Jr. has a war record of distinction. He is deaf from shell shock. He knew in Europe people such as Duse, Paderewski, Bernhardt, Ibsen and many others equally famous.

Then there is Mario Carillo, an Italian nobleman.

And so on and then—who knows what they will write for themselves in the years to come?

Adolphe Menjou, Greta Nissen, Paramount's new golden-haired beauty from Norway, and Robert Agnew are featured in the leading roles of "Lost—a Wife," which is a picture version of the stage play, "Banco," by Alfred Savoir. Edgar Norton, Henrietta Floyd and Toby Claude are also included in the cast.

The picture opens at the . . . . . on . . . . . to remain for . . . . . days.

### "Never the Same Twice"

That's Adolphe Menjou's desire.

Menjou says that he wants to have each one of his characterizations radically different from each other. "It is a difficult thing to achieve but I think it can be done. In that way I can develop," he declares.

"No actor should make more than two pictures a year with the same director. He makes a mistake if he does because they each grow stale if

### "Lost—a Wife" Fine Comedy of Marriage

**William de Mille Production  
for Paramount Due for Show-  
ing Here Very Shortly**

(Synopsis Story)

**WILLIAM DE MILLE** has added another big screen hit to his already long list of successes, which includes "The Fast Set," "The Bedroom Window," "Grumpy," "Only 38," etc. And that picture is "Lost—a Wife," adapted for the screen by Clara Beranger from the New York stage play, "Banco," a French comedy of marriage. The original play was written by Alfred Savoir, author of "Kiki" and "Bluebeard's Eighth Wife." For a fundamental theme "Lost—a Wife" is based on the idea that "Love conquers all." Adolphe Menjou, Greta Nissen and Robert Agnew are featured in the cast.

Menjou, known as "Bet-a-thousand" Hamilton, is a wealthy, American bachelor traveling in France. His weakness is gambling and, he bets every minute of the day with friends on any subject at all, such as whether it will rain or not. He bets that a young lady whose name in on the hotel register is ugly and unattractive, without having seen her. He loses. She is the beautiful Charlotte Randolph of New York. Greta Nissen, who makes her debut in motion pictures in this production, plays this role.

Tony Hamilton is immediately attracted by Charlotte's charm, but he is told that her title-hunting mother has gotten her engaged to a no-account duke. This arouses his gambling instinct, and he bets his friends, Agnew and Robert Norton, who heads the supporting cast in the picture, that she will not marry the duke, whom he knows. He obtains an introduction to the girl through the duke himself.

A rapid-fire romance develops between the two, and Hamilton bets his friends five thousand that he will marry the girl that night. He wins, as usual. They go to Monte Carlo on their honeymoon.

The Siege at the Casino

While they are dining one day at the Casino, Hamilton takes a notion to play cards for a few minutes. The minutes stretch into hours. Charlotte, after finishing her meal alone, continues to await her husband's return. A waiter finally appears with a message from him, that she return to the hotel and he will soon follow. Charlotte, her pride hurt, sends back word that she will wait until he takes her home. But Tony replies that he will play until she goes home.

For three days and three nights Charlotte keeps up her siege at the

Casino. And for that length of time Hamilton stubbornly continues playing, waiting for his wife to make the first move. Charlotte is hurt and disgusted but determined not to give in. Baron Deligueres, a bachelor who has fallen in love with Charlotte, takes advantage of her state of mind to hint that Tony did not marry her for love but to win a wager.

During this time a diamond brooch is stolen from Charlotte. In answer to her complaint the police commissioner makes an investigation and thinks he discovers that her husband is the thief. He points out to Charlotte that, since she is legally his wife, she cannot press a charge against him. Spurred on by the fact that if arrested, Tony will have to leave the Casino to go to jail, Charlotte signs out a warrant for his arrest, saying that she is not his legal wife. But Hamilton with the aid of a few banknotes is able to convince the commissioner that Charlotte is not telling the truth.

Separated

Charlotte makes a last appeal to her husband. News has reached them of his father's illness. But he remains firm in his determination not to make the first move. Thoroughly worn out, Charlotte gives up but instead of going back to the hotel, she goes home to her mother, and in the course of time obtains a divorce from the man she wishes to forget and never see again.

One year later Charlotte marries the baron, and but a short time after the ceremony Hamilton appears and



him. In reality—each wins—or each loses—Greta finally leaves him—disapproves—a divorce is gotten—she marries a decadent old French baron and the complications come fast and furiously.

It is a rapid-fire comedy-drama, in which William de Mille puts across his delicate humor with unusual brilliancy.

Robert Agnew is featured with Menjou and Miss Nissen in the leading roles.

Edgar Norton, as the baron, heads the supporting cast. Others include Mario Carillo, Genaro Spagnoli, Eugenio di Liguoro, Henrietta Floyd, Toby Claude and Marcelle Corday.

The picture opens a.....days run at the.....on.....

### "Lost—a Wife" Best Wm. de Mille Film to Date

"Lost—a Wife," a William de Mille production for Paramount, which will be shown on.....next at the..... Theatre, is a story of a young American whose fondness for gambling wins, then loses a beautiful girl bride and eventually wins her back.

Adolphe Menjou, Greta Nissen and Robert Agnew are featured in the cast of the picture, which is an adaptation by Clara Beranger of Alfred Savoir's stage hit, "Banco," which in turn was adapted from the French by Clara Kummer.

Menjou, as Tony Hamilton, better known as "Bet-a-thousand," Tony, meets Charlotte Randolph (Miss Nissen) at a fashionable hotel in France. He is struck by her beauty. Hamilton learns that her title-hunting mother has managed to get her engaged to a scatter-brained duke. True to form, Tony bets friends that she does not marry the duke—and goes further than that—he bets five thousand that he marries her himself that very night.

—and we'll leave it to the picture to reveal how he makes out.

To take Mr. de Mille's own word for it, "Lost—a Wife" is one of the most human and entertaining pictures he has ever made. Edgar Norton, Mario Carillo, Toby Claude, Marcelle Corday and others just as popular appear in the supporting cast.

### Amusing Scenes in William de Mille's "Lost—a Wife"

The new William de Mille-Paramount production, "Lost—a Wife," which comes to the..... Theatre for a run of.....days on..... next, is said to contain more appeal and genuine comedy than any two of that director's previous pictures combined.

"Lost—a Wife," written for the screen by Clara Beranger, is an adaptation of Alfred Savoir's stage play, "Banco," which was one of the outstanding hits on Broadway during the season 1923.

Adolphe Menjou, Greta Nissen, Paramount's new Norwegian beauty, and Robert Agnew are featured in the picture—a marriage-comedy that offers audiences something a little different along this line of screen entertainment.

The story is one of a young American traveling in France. His one

great weakness is gambling—after that, beautiful women. The picture starts right off with a laugh when Menjou, seeing Miss Nissen's name on the hotel register, bets a thousand that her face is awful, without ever seeing her. And then when he meets the girl—!

And this is one picture where the man rushing to stop a wedding ceremony arrives too late. Menjou comes all the way from New York to a church in France to prevent his divorced wife (Miss Nissen) from marrying a "top" count, but the bridal party has left. Menjou sets out in hot pursuit, wrecks his machine on the count's estate and, feigning a broken ankle, is invited to stay for the night. The count doesn't know who he is, of course, but when the wife learns that her ex-husband is in the house there's a real war—a battle of wits, we should say, at the end of which the young girl makes the polished American gent look silly.

The scenes at the gambling table, where Menjou continues to play over a period of seventy-five hours, while his wife waits for him asleep in a chair outside, refusing to go home until he accompanies her, is another big laugh. There never has been anything quite like this done in pictures before.

Edgar Norton, as the count Greta Nissen marries after she divorces Menjou, heads the strong supporting cast in "Lost—a Wife." Other prominent names include Mario Carillo, Toby Claude, Marcelle Corday.

then the indomitable courage to work hard for it... then you will succeed."

Adolphe Menjou plays the part of a gambling husband in William de Mille's comedy-drama, "Lost—a Wife." It is one of the most amusing pictures he has made for Paramount which Clara Beranger adapted to the screen. It is decidedly French in spirit and the action is fast moving from start to finish.

Greta Nissen, the little Norwegian girl with the golden hair, plays opposite Menjou. Robert Agnew is also featured in the cast of the production, due on.....next at the..... Theatre.

Edgar Norton, Mario Carillo, Toby Claude and others play in support.

### "Lost—a Wife" Nearly Was "Lost—a Director"

"Lost—a Wife" was almost changed to "Lost—a Director" when the William de Mille company was out on location making this new Paramount picture.

It was during the race of Adolphe Menjou that the accident happened. A platform was fastened on to the front of the car and Mr. de Mille was on it with his cameraman, Guy Wilky, and two or three others, getting a close-up of Menjou and Bobbie Agnew.

In some way, one of the "two-by-fours" got mixed up with the steering apparatus and when Bobbie tried to steer the car he was horrified to find that he was powerless to do it. The car wouldn't steer and was headed for a deep precipice besides.

Dashing into space wasn't part of Mr. de Mille's program but for a few minutes they were in danger of doing it anyway. Bobbie Agnew became a hero, managing to crash on the emergency brake and they all stopped seven inches from the edge.

The featured players in this Paramount production are Adolphe Menjou, Greta Nissen and Robert Agnew. The story is a comedy drama with scenes laid in France and America.

### Meet Greta Nissen, New Paramount Norse Beauty

Greta Nissen is doing a lot of new things for the first time in her life. Making pictures, living in Hollywood, meeting the American youths, who seem very strange to her, are some of them.

"Their camaraderie is nice but it makes me feel very boy-like," says this foreign actress who has created such a sensation in Hollywood.

She smiled wistfully, "I have heard so much about Hollywood and I see nothing of it except on my way to the studio and back to my home in the evening. At night I feel tired and so I always go to bed early. It is better so."

Miss Nissen is the lightest haired girl in pictures. She is undoubtedly the fairest haired blonde on the screen, and her blondeness is the result of nature, not the hand-done variety.

Her hair started out to be that golden color a few generations ago in Norway. It is that vibrant shining color of gold, made immortal by Chaucer.

You see Greta Nissen and you wish you might write poetry. She is lyrically lovely. As William de Mille says, "Greta is a luminous individual from the tip of her short clipped shining hair to the golden slippers she wears."

family by marrying her off to a no-account duke. Menjou sees her name on the hotel register and bets his friends a thousand that her face is awful—this before he sees her, of course. Naturally, he pays the bet, but follows it up with another bet—Charlotte doesn't marry the duke and tops that with still another wager—this time of five thousand dollars—that he will marry her that night.

He wins!

Just how he wins the girl in a whirlwind courtship that fairly sweeps her off her feet is what makes "Lost—a Wife" typical de Mille entertainment.

Besides Norton, others playing in support of the principals include Mario Carillo, Genaro Spagnoli, Eugenio di Liguoro, Henrietta Floyd, Toby Claude and Marcelle Corday.

### "Lost—a Wife" a Screen Version of Play, "Banco"

"An exquisitely delicate comedy-drama of marriage" is the way the new William de Mille-Paramount production, "Lost—a Wife," which opens on.....next at the..... is described.

Paramount claims this picture to be amusing with a myriad of new angles on the newly married life question. It is taken from the French—written for the screen by Clara Beranger from Clara Kummer's adaptation of the New York stage hit, "Banco," by Alfred Savoir, who wrote "Kiki" and "Bluebeard's Eighth Wife."

Adolphe Menjou, Greta Nissen, Paramount's new blonde beauty from Norway (Miss Nissen played in the pantomime of the stage play, "The Beggar on Horseback"), and Robert Agnew are featured at the head of the cast, which also includes Edgar Norton, Mario Carillo, Henrietta Floyd, Toby Claude and Marcelle Corday.

### Says Adolphe Menjou:

"Greta Nissen is the youngest wife I've ever had in my life."

It is in the new William de Mille production for Paramount, "Lost—a Wife," coming to the..... on..... that Menjou marries Miss Nissen, Paramount's new Norse newcomer. Robert Agnew is also featured in the cast of the production, adapted for the screen by Clara Beranger from Alfred Savoir's Broadway play, "Banco."

"Lost—a Wife" is a story of a young American, played by Menjou, whose one weakness is gambling. At a hotel in France he bets a friend a thousand that a girl whose name appears on the hotel register has a face that would stop a clock. He pays, of course. He bets five thousand that he marries her that very night. He wins!

It's great stuff, this—funny and human.

Greta Nissen makes her debut in motion pictures in William de Mille's "Lost—a Wife," adapted for the screen by Clara Beranger from the stage play, "Banco," by Alfred Savoir. It is a charming French marriage comedy which is said to have de Mille's wonderful sense for

his delicate touch in directing the subtleties of humor.

Featured with Miss Nissen in the leading roles are Adolphe Menjou and Robert Agnew. Edgar Norton heads the supporting cast.

—this before he comes deeply interested and it isn't half an hour before he bets the duke her out for her and even to wager that he will self that very night take the bet, thing Ensuing scenes, however, prove otherwise.

There's a honeymoon at Monte Carlo, a misunderstanding, followed by a record of the most unusual screen has ever seen—perhaps these being who the church too late men's wedding—real laugh—

"Lost—a Wife" is notable for Greta Nissen's first appearance. Paramount has done a lot of talking about this Norwegian newcomer lately, and when you agree that she have something to agree that she is a convincing actress in this one, and is a convincing actress.

Edgar Norton, marries Miss Nissen when she throws her overboard, gives a great characterization. Others in the cast are Mario Carillo, Eugenio di Liguoro, Henrietta Floyd, Toby Claude and Marcelle Corday.

### (Review No. 2)

"My boy, you are a young husband. If you let her win this time, you lose for the rest of your married life."

Naturally, after warning like that "Bet-a-thousand," Tony Hamilton, couldn't think of leaving the roulette table in the Casino at Monte Carlo just because his bride of a day wanted to be escorted back to the hotel. So friend wife just waited for him for seventy-five hours, and then, when her patience gave out, returned to the hotel alone and started immediate divorce proceedings.

It's a great scene in the Paramount picture, "Lost—a Wife," a production now at the..... Theatre. Adolphe Menjou is the man, Greta Nissen the girl. Both are featured along with Robert Agnew in the leading roles of the production, and other distinctive de Mille contributions to screen entertainment.

Does a man lose his independence when he marries? Rather be miserable she loves than be with a fellow she doesn't care a hang for?

These are but two of the many vital questions answered by "Lost—a Wife."

Picture audiences get their first glimpse of Greta Nissen, Paramount's new beauty from Norway, in this production. She is cast as a young American girl whose mother carts her all over France in search of a titled husband. On eyes on her, it's good night!

It's the delightful humor of "Lost—a Wife" that makes it stand out as the finest of all William de Mille pictures.

### "Lost—"

Finder please return to Tony Hamilton c/o..... Theatre.

It's William de Mille's latest production for Paramount a run of.....days Theatre on.....

Adolphe Menjou, Paramount's new Norse beauty, is featured in the cast, which also includes known players as Mario Carillo, Toby Claude and Marcelle Corday.

"Lost—a Wife" is a story of a young American whose weakness for gambling loses and succeeds again "the only girl in the world." The scenes are laid in France and are said to contain many big laughs.

### Held Over

The William de Mille picture, "Lost—a Wife," which was to have closed a..... days' run at the..... today, will be held over for another day.

"Lost—a Wife" is a sparkling comedy gem, adapted for the screen by Clara Beranger from Alfred Savoir's Broadway stage hit, "Banco."

Adolphe Menjou, Greta Nissen and Robert Agnew are featured at the head of the cast which also includes Edgar Norton in a fine comedy role. Mario Carillo, Toby Claude, Marcelle Corday and others just as well known. The picture is the finest de Mille marriage comedy yet.

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# William de Mille's "Lost PARAMOUNT PAPER THAT I "If It's Worth Running, It's Wor



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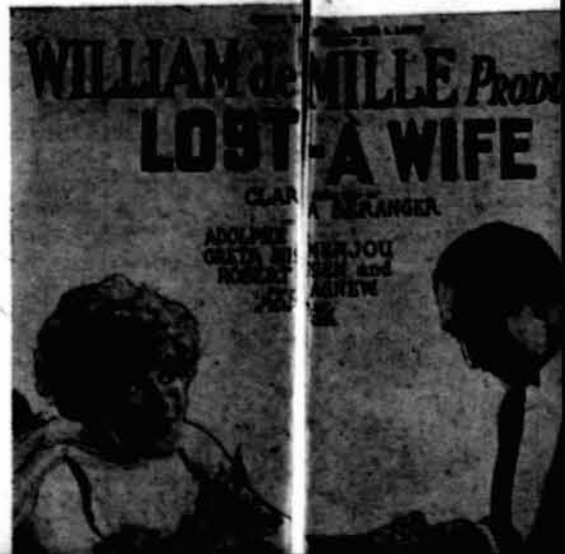
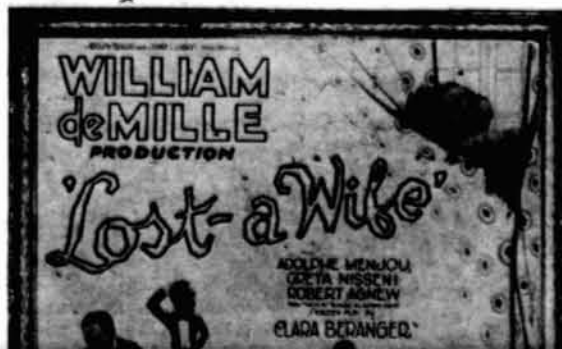
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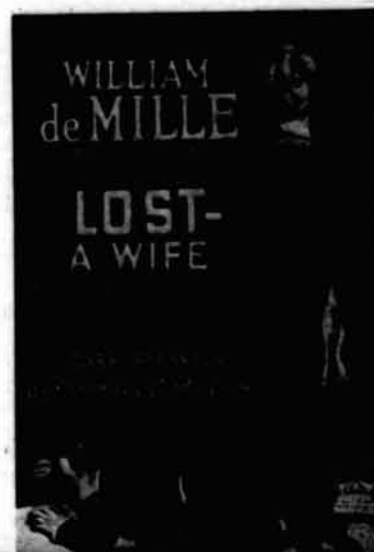


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MATS, ADVERTISING, PRODUCTION, ETC.			
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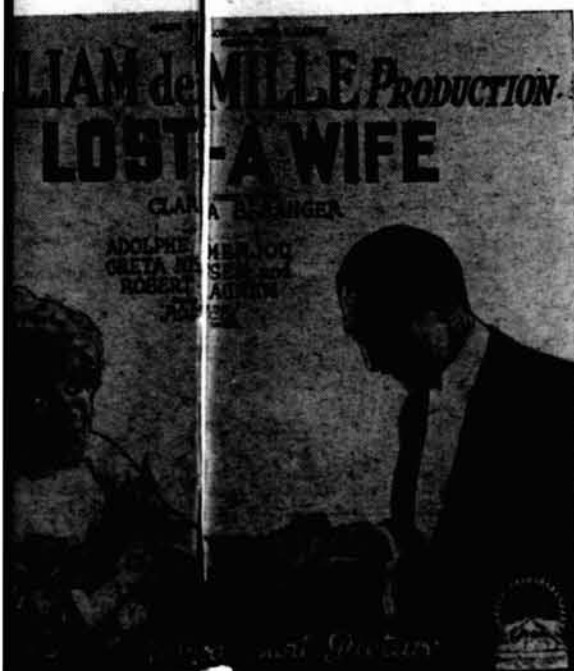
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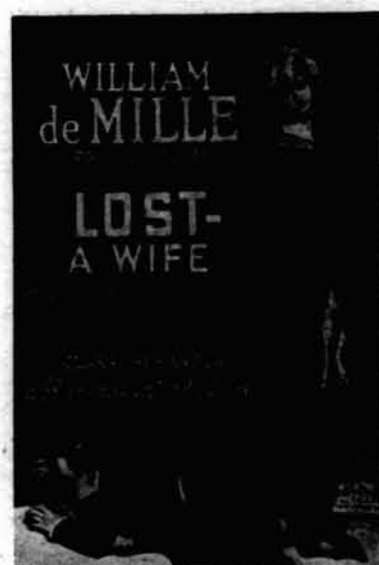
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